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# foreign agriculture circular

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## processed fruits

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### CANNED FRUIT PRICES IN WEST GERMANY AND THE UNITED KINGDOM

Prices on the London market for canned fruits continue to be influenced by the fluctuations in the exchange rate of the pound. After a large increase in prices from April to July, the change from July to August was comparatively moderate.

The prices of canned apricots, peaches, and pears from Australia increased, while prices of the same products from South Africa declined. Australia's canned fruit has experienced increasing difficulty in competing on the London market as ocean freight rates have increased. There is also price competition from Spain and Italy since products from both countries are being quoted at levels lower than a year ago.

On the German market prices for U.S. fruit cocktail, pear halves, and sour cherries registered increases in August. The price of canned cherries compared to a year earlier reflected the very short sour cherry harvest in the United States. All quotes from South Africa also increased in October compared to July.

Reports from West Germany indicate that as a result of a 43 percent increase in Greek canned peach production during 1976 compared with 1975's output, packers there made considerable quantities of peaches available relatively early in the season for special sales offers.

According to German importers, the quality of the Greek canned cling peaches is still below that of

California peaches, but has improved remarkably. Many importers consider 1976 campaign prices for U.S. peaches and fruit cocktail as rather high, and are waiting for the South African price before ordering the U.S. product.

German importers also complain about the high ocean freight charges for U.S. canned fruit, which are about double those for shipping the same amount of product from South African ports. Both the comparatively high U.S. offer prices and the high freight rates are given by importers as the reason for not carrying U.S. peaches or fruit cocktail in their price lists.

There is a strong trend away from the light syrup pack of peaches and other fruit. Most importers are now carrying only heavy syrup, but some also have a waterpack available to meet the demand for dietetic fruit.

U.S. exports of selected canned fruits turned in highly variable performances during the December marketing period. Particularly notable were the substantial increases in exports of canned apricots so far this season compared with those in the same period of 1975/76. Exports to West Germany were more than three times larger this year and exports to the Netherlands were more than 10 times greater. Exports of canned peaches to West Germany have also improved, 46 percent larger than at this time last year. Exports of canned cherries (mostly red sour pitted) were down 70 percent as a result of the short sour cherry crop during 1976.

U.S. EXPORTS OF CANNED FRUIT TO SELECTED DESTINATIONS 1/

Commodity and Reporting Period		Destinations		
		West Germany	Nether- lands	United Kingdom
		(45-pound case equivalents)		
APRICOTS:				
June-December 1975	.....	203	142	400
June-December 1976	.....	787	1,598	354
CHERRIES:				
July-December 1975	.....	231,984	78,984	2,922
July-December 1976	.....	89,660	4,086	1,153
FRUIT COCKTAIL:				
June-December 1975	.....	29,120	25,497	32,324
June-December 1976	.....	29,303	23,803	7,137
GRAPEFRUIT SECTIONS:				
Nov.-December 1975	.....	---	---	107
Nov.-December 1976	.....	---	---	---
PEACHES:				
June-December 1975	.....	183,277	58,190	5,028
June-December 1976	.....	266,978	62,471	1,553
PEARS:				
June-December 1975	.....	1,634	4,853	107
June-December 1976	.....	1,508	1,832	371
PINEAPPLE:				
June-December 1975	.....	155,023	41,097	14,871
June-December 1976	.....	130,434	46,325	12,980
		(Gallons)		
ORANGE JUICE:				
December 1975	.....	79,405	2,541	---
December 1976	.....	707	10,080	2,586
GRAPEFRUIT JUICE:				
December 1975	.....	56,379	1,008	---
December 1976	.....	4,606	481	3,062

1/ Exports are reported on the basis of the marketing year appropriate for each commodity. These are June-May for apricots, fruit cocktail, peaches, pears, and pineapple; July-June for cherries; and November-October for grapefruit sections, grapefruit juice, and orange juice.

LONDON PRICES OF CANNED FRUITS AND JUICES 1/  
(In U.S. dollars)

Type and Origin	Quality	Size of Can	Price per dozen units 2/ Oct. 1975:July 1976:Oct. 1976
<b>CANNED FRUITS</b>			
Apricot halves:			
Australia .....	Choice	2½	7.40 8.05
South Africa .....	Do	2½	6.27 6.42
Spain .....	Not specified	15 oz.	--- 3.54
Fruit Cocktail:			
Australia .....	Not specified	2½	7.50 7.24
Fruit Salad:			
Spain .....	Choice	15 oz.	--- 3.79
Grapefruit sections:			
British West Indies:	Not specified	20 oz.	--- 4.28
Israel .....	No. 2	20 oz.	3.92 4.77
South Africa .....	Choice	15½ oz.	3.65 4.12
Peach halves:			
Australia .....	Choice	2½	6.78 6.88
South Africa .....	Do	2½	5.65 6.42
Pears:			
Australia .....	Choice	2½	6.78 6.88
Italy .....	Not specified	15 oz.	3.60 3.37
South Africa .....	Choice	2½	5.55 6.58
Pineapple slices:			
Malaysia .....	Spiral	16 oz.	--- 3.95
South Africa .....	Choice	2½	5.86 4.03
<b>CANNED JUICES</b>			
Israel .....	Orange	19 oz.	2.57 2.63
Israel .....	Do	43 oz.	6.57 5.60
Israel .....	Grapefruit	19 oz.	2.57 2.47
Israel .....	Do	43 oz.	6.77 5.51

1/ Quotations represent selling prices on a landed duty-paid basis.

2/ Converted to U.S. dollars at approximate parity existing when quotations were observed.  
Currency rate changes prevent direct comparisons between time periods.

HAMBURG PRICES OF CANNED FRUITS AND JUICES 1/  
(In U.S. dollars)

Type and Origin		Quality	Size of Can	Price per dozen units 2/ Oct. 1975:July 1976:Oct. 1976		
CANNED FRUITS						
Apricots halves:						
Greece .....		Not specified	425 ml.	---	2.98 <sup>c</sup>	3.32
Spain .....		Choice	3 kg.	19.05	20.31	20.15
Fruit Cocktail:						
Argentina .....		Not specified, 4 fruit	850 ml.	---	6.71	7.10
Italy .....		Do, 4 fruit	850 ml.	6.15	---	6.60
United States .....		Do	No. 10	---	30.05	33.25
Fruit Salad:						
Spain .....		Not specified, 4 fruit	425 ml.	3.42	3.96	3.95
Peach halves:						
Bulgaria .....		Not specified, cling	850 ml.	4.83	5.03	5.50
Greece .....		Do, cling	850 ml.	---	4.94	4.90
Greece .....		Do, freestone	2½	5.01	4.89	4.80
Italy .....		Do, syrup	3 kg.	22.34	22.83	21.75
South Africa .....		Choice	No. 10	25.98	23.99	28.50
Peach slices:						
South Africa .....		Not specified	2½	5.79	5.45	6.10
Pear halves:						
Australia .....		Not specified	850 ml.	---	---	6.18
China .....		Do	1,000 ml.	---	5.82	4.95
Italy .....		Do	850 ml.	---	5.52	6.05
United States .....		Do	No. 303	5.70	5.82	6.25
Pineapple, crushed:						
South Africa .....		Not specified	No. 10	---	20.73	22.25
Pineapple pieces:						
China .....		Not specified	No. 2	---	---	4.70
Ivory Coast .....		Do	2½	5.01	5.03	6.00
Kenya .....		Do	30 oz.	5.06	5.12	6.25
South Africa .....		Do	No. 10	16.64	19.57	21.50
Thailand .....		Do	No. 2	---	4.01	4.65
Pineapple slices:						
Ivory Coast .....		Not specified	2½	6.50	6.57	7.50
Kenya .....		Choice	No. 2	---	---	5.53
Mexico .....		Not specified	No. 2	---	4.85	5.45
South Africa .....		Do	No. 10	21.88	24.46	28.50
Thailand .....		Do	20 oz.	---	---	8.70
Sour cherries:						
Italy .....		Not specified	850 ml.	---	---	11.25
United States .....		Fancy	No. 10	31.00	54.97	58.25
Yugoslavia .....		Not specified	5 kg.	---	---	15.75
CANNED JUICES						
Grapefruit juice:						
Israel .....		Not specified	.58 ltr.	---	2.70	2.90
Lemon juice:						
United States .....		Not specified	46 oz.	11.35	11.41	12.25
Orange juice:						
Israel .....		Not specified	.55 ltr.	1.82	1.86	2.00
United States .....		Do	.2 ltr.	1.37	1.40	1.50

1/ Quotations represent importers' selling prices including duty and sugar-added levy, but excluding value-added tax.

2/ Converted to U.S. dollars at approximate parity existing when quotations were observed. Currency rate changes prevent direct comparisons between time periods.